

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Joo-Il SUNG</td> <td>03/13/2012</td> </tr> <tr> <td>Han-Kyung JEON</td> <td>03/13/2012</td> </tr> <tr> <td>Chan-Su AHN</td> <td>03/13/2012</td> </tr> <tr> <td>Young-Il OH</td> <td>03/13/2012</td> </tr> <tr> <td>Je-Sang YOON</td> <td>03/13/2012</td> </tr> </tbody> </table>		Name	Execution Date	Joo-Il SUNG	03/13/2012	Han-Kyung JEON	03/13/2012	Chan-Su AHN	03/13/2012	Young-Il OH	03/13/2012	Je-Sang YOON	03/13/2012
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Joo-Il SUNG	03/13/2012												
Han-Kyung JEON	03/13/2012												
Chan-Su AHN	03/13/2012												
Young-Il OH	03/13/2012												
Je-Sang YOON	03/13/2012												
RECEIVING PARTY DATA													
Name:	Samsung Electronics Co., Ltd.												
Street Address:	129, Samsung-ro, Yeongtong-gu												
City:	Suwon-si, Gyeonggi-do												
State/Country:	KOREA, REPUBLIC OF												
PROPERTY NUMBERS Total: 1													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13418592</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13418592								
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Application Number:	13418592												
CORRESPONDENCE DATA													
Fax Number:	(202)403-3587												
Phone:	202-293-0804												
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>													
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Address Line 1:	1130 Connecticut Ave., NW												
Address Line 2:	Suite 420												
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036												
ATTORNEY DOCKET NUMBER:	0201-0426												
NAME OF SUBMITTER:	Raymond B. Persino												
Total Attachments: 3 source=0201-0426AssignmentAsFiled#page1.tif source=0201-0426AssignmentAsFiled#page2.tif source=0201-0426AssignmentAsFiled#page3.tif													

OP \$40.00 13418592

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)
 1) Joo-Il SUNG, 2) Han-Kyung JEON, 3) Chan-Su AHN,
 4) Young-Il OH, and 5) Je-Sang YOON

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
 Name: Samsung Electronics Co., Ltd.
 Internal Address: _____

 Street Address: 129, Samsung-ro, Yeongtong-gu

 City: Suwon-si, Gyeonggi-do
 State: _____
 Country: Republic of Korea Zip: _____
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):
 Execution Date(s) March 13, 2012

Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s): This document is being filed together with a new application.

A. Patent Application No.(s)
13/418,592

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:
 Name: Jefferson IP Law, LLP
 Internal Address: Raymond B. Persino

 Street Address: 1130 Connecticut Ave., NW, Suite 420

 City: Washington
 State: DC Zip: 20036
 Phone Number: 202-293-0804
 Fax Number: 202-403-3587
 Email Address: usdocketing@jeffersonip.com

6. Total number of applications and patents involved: One

7. Total fee (37 CFR 1.21(h) & 3.41) \$ _____

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
 Expiration Date _____

b. Deposit Account Number _____
 Authorized User Name _____

9. Signature: _____ /Raymond B. PERSINO/ Reg. No. 58,082 _____ March 13, 2012
 Signature Date

Raymond B. Persino
 Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

Assignment

WHEREAS, the following inventors, namely 1) **Joo-II SUNG**, 2) **Han-Kyung JEON**, 3) **Chan-Su AHN**, 4) **Young-II OH**, and 5) **Je-Sang YOON**, all citizens of the Republic of Korea and residing respectfully at 1) #101-601, LG Xi APT., Gaepo-dong, Gangnam-gu, Seoul, Republic of Korea, 2) #521-1702, Yangjimaecul Hanyang APT., Sunae-dong, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea, 3) 4/6, 135-14, Geoyeo 1-dong, Songpa-gu, Seoul, Republic of Korea, 4) #811-607, Jugong APT., Burim-dong, Gwacheon-si, Gyeonggi-do, Republic of Korea, and 5) #302, 532-2, Gokbanjeong-dong, Gwonseon-gu, Suwon-si, Gyeonggi-do, Republic of Korea (hereinafter called "Assignors"), having made or discovered certain new, useful and non-obvious improvements in an invention having a working title of:

METHOD FOR DISPLAYING MARKER IN A MAP SERVICE,

for which a United States Patent Application is being filed concurrently herewith or, if not being concurrently filed, was filed on March 13, 2012, and assigned Serial No. 13/418,592; and,

WHEREAS, **Samsung Electronics Co., Ltd.**, a corporation duly organized under the laws of the Republic of Korea, located and doing business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea (hereinafter called "Assignee"), is desirous of acquiring the entire right, title and interest therein;

NOW, THEREFORE, BE IT KNOWN that for and in good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee the entire and exclusive worldwide right, title and interest in and to all said inventions and discoveries disclosed in said application, and in and to said application, any and all substitutions, divisions, provisionals, conversions of provisionals and continuations thereof, and in and to all Letters Patent, United States and foreign, that may be granted for said inventions and discoveries, and in and to all extensions, renewals and reissues thereof; and the right to file any foreign application and/or claim priority under the provisions of any international treaty or convention arising from this application or any divisional, continuing, substitute or reissue application therefrom. The aforesaid assignment includes the right in and to all income, royalties, damages and payments, now or hereafter due or payable with respect to any Letters Patent which may be granted, and in and to all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment, as fully and entirely as the same would have been held and enjoyed by Assignors if this sale, assignment and transfer had not been made.

Assignors covenant and agree, without further compensation to said Assignors but at Assignee's expense:

- a. to execute:
 - i. all papers to be used in connection with this application and any divisional, continuing, substitute or reissue application thereof, as the Assignee may deem necessary or expedient, and
 - ii. all papers in connection with any interference, litigation, mediation, arbitration or other proceeding relating to this application or any divisional, continuing, substitute or reissue application thereof, as may be necessary or expedient;
- b. to cooperate with the Assignee in every way possible in obtaining evidence and going forward in any interference, litigation, mediation, arbitration or other proceeding relating to said invention, said application and any divisional, continuing, substitute or reissue application thereof;

- d. to testify in any interference, litigation, mediation, arbitration or other proceeding relating to said invention, said application and any divisional, continuing, substitute or reissue application thereof whenever requested; and
- e. to perform all other affirmative acts which may be necessary or desirable to secure full and complete protection of the inventions and discoveries or that may be necessary or desirable to vest in Assignee the complete title to the inventions and discoveries and Letters Patent hereby conveyed and to enable Assignee to record title.

Assignors hereby authorize and request the United States Patent and Trademark Office or any other issuing authority to issue any and all Letters Patent that may be granted upon this invention and/or this application or any divisional, continuing, substitute or reissue application thereof to the Assignee, its legal representatives, successors and assigns.

Assignors each hereby represent, covenant and warrant that he or she has the full right to convey the entire right, title and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.

The provisions of this Assignment are binding upon each Assignor's heirs, legal representatives and/or administrators and assigns.

Assignors hereby grant to the law firm of JEFFERSON IP Law, LLP of Washington, DC and its attorneys and agents as associated with Customer No. 68103 the authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office or a Patent Office of any foreign country.

Signature of First Inventor:	Joo-Il SUNG <u>Sung Joo Il</u>	<u>2012.03.13</u> Date
Signature of Second Inventor:	Han-Kyung JEON <u>Jeon Han Kyung</u>	<u>2012.03.13</u> Date
Signature of Third Inventor:	Chan-Su AHN <u>Chansu Ahr</u>	<u>2012.03.13</u> Date
Signature of fourth Inventor:	Young-Il OH <u>Young-Il Oh</u>	<u>2012.03.13</u> Date
Signature of fifth Inventor:	Je-Sang YOON <u>Jesang Yoon</u>	<u>2012.03.13</u> Date